



HEALTH • HYGIENE • HOME

co. Created with Moms



Now in
Tulsi and Jasmine Fragrance



co. Created with Moms

Zero Compromise on protection.
Zero Compromise on ingredients.

0% PARABENS
TALC
DYES

100% Better
Protection*



DETTOL CO. CREATED WITH MOMS

Margin: 8%



TULSI

₹10 OFF



75g Single Pack
MRP: ~~₹40~~ ₹30



125g Single Pack
MRP: ₹65



75g Multipack
4+1 offer pack MRP: ₹160*



125g Multipack
4+1 offer pack MRP: ₹260*

JASMINE

₹10 OFF



75g Single Pack
MRP: ~~₹40~~ ₹30



125g Single Pack
MRP: ₹65



75g Multipack
4+1 offer pack MRP: ₹160*



125g Multipack
4+1 offer pack MRP: ₹260*

DETTOL CO. CREATED WITH MOMS

Margin: 10%



TULSI

JASMINE



200ML
MRP: ₹125



200ML
MRP: ₹125

TULSI

JASMINE



3x 175ML
Buy 3 Save ₹40
MRP: ₹146



3x 175ML
Buy 3 Save ₹40
MRP: ₹146

DETTOL SOAP

Margin : 8%



SOAP - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS

ORIGINAL

Protects against 100 illness causing germs

| | | |
|---|---|---|
|  |  |  |
| New ₹10 | ₹2 OFF | ₹4 OFF |
| 42g single pack MRP: ₹10 | 75g Single Pack MRP: ₹28 | 125g Single Pack MRP: ₹46 |

| | | |
|--|--|--|
|  |  |  |
| | OFFER PACK | OFFER PACK |
| 42g Multipack MRP: ₹40 | 75g Multipack 4s 4+1 offer pack MRP: ₹120* | 125g Multipack 4s 4+1 offer pack MRP: ₹200* |

SKINCARE

With added moisturizers and pH-balanced formula

| | | |
|---|---|---|
|  |  |  |
| New ₹10 | ₹2 OFF | ₹4 OFF |
| 42g single pack MRP: ₹10 | 75g Single Pack MRP: ₹28 | 125g Single Pack MRP: ₹46 |

| | |
|---|---|
|  |  |
| OFFER PACK | OFFER PACK |
| 75g Multipack 4s 4+1 offer pack MRP: ₹120* | 125g Multipack 4s 4+1 offer pack MRP: ₹200* |

COOL

With crispy menthol and pH-balanced formula

| | | |
|---|--|---|
|  |  |  |
| New ₹10 | ₹5 OFF | ₹4 OFF |
| 42g single pack MRP: ₹10 | 75g Single Pack MRP: ₹28 | 125g Single Pack MRP: ₹46 |

| | | |
|--|---|--|
|  |  |  |
| | OFFER PACK | OFFER PACK |
| 42g Multipack MRP: ₹40 | 75g Multipack 4s 4+1 offer pack MRP: ₹120* | 125g Multipack 4s 4+1 offer pack MRP: ₹200* |

ALOE VERA

With soothing Aloe Vera - soothing ability and moisturizing properties

| | |
|--|---|
|  |  |
| | SAVE ₹5 |
| 60g Single Pack MRP: ₹25 | 100g Single pack MRP: ₹44 |

| |
|--|
|  |
| SAVE ₹20 |
| 100g Multipack 3s MRP: ₹112 |

Promo SKUs Pricing

*Till promo last

LIQUID HANDWASH

Margin: 10%



LIQUID HANDWASH - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS

ORIGINAL

Made with original dettol antiseptic



200ml
MRP: ₹99



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹134



750ml
MRP: ₹139



900ml
MRP: ₹209

SKINCARE

Added moisturizers in ph-balanced formula



200ml
MRP: ₹99



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹134



750ml
MRP: ₹139



900ml
MRP: ₹209

SENSITIVE

Contains pure glycerine in ph balanced formula



200ml
MRP: ₹99



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹134



750ml
MRP: ₹139



900ml
MRP: ₹209

ALOE

Soothing ability and moisturizing properties.



200ml
MRP: ₹115



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹146



750ml
MRP: ₹139



900ml
MRP: ₹209

COOL

With crispy menthol in ph-balanced formula



200ml
MRP: ₹115



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹146



750ml
MRP: ₹139



900ml
MRP: ₹209

RE-ENERGIZE

With zesty mandarin in ph-balanced



200ml
MRP: ₹115



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹146



750ml
MRP: ₹139



900ml
MRP: ₹209

Special Packs



TRAVEL PACK
MRP: ₹30



125ml-Pump
MRP: ₹49

ANTISEPTIC LIQUID

Margin : 16%



ANTISEPTIC LIQUID - WORLD'S NO. 1 ANTISEPTIC LIQUID BRAND



RECOMMENDED BY
INDIAN MEDICAL
ASSOCIATION



60ml
MRP: ₹25



125ml
MRP: ₹50



250ml
MRP: ₹96



550ml
MRP: ₹160.80



1 Ltr
MRP: ₹273



5 Ltr
MRP: ₹1233.35

DISINFECTANT LIQUID

Margin : 10%



DISINFECTANT LIQUID - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS

COOL

with cool and crispy menthol



200ml
MRP: ₹89



500ml
MRP: ₹175



1 Ltr
MRP: ₹315

LIME

with fresh pleasant fragrance



200ml
MRP: ₹89



500ml
MRP: ₹175



1 Ltr
MRP: ₹315



Bathing



Laundry
Disinfection



Floor Cleaning



Kitchen & Bathroom
Cleaning



Refrigerator

HAND SANITIZER

Margin: 10%



HAND SANITIZER - KILLS 99.9% OF GERMS INSTANTLY

ORIGINAL

**FLORAL
ESSENCE**

**SPRING
FRESH**

Aloe



With classic fragrance

with sensorial benefits

With Aloe Vera

SHAVING CREAM

Margin: 10%



SHAVING CREAM - SMOOTH CREAMY LATHER WITH ANTISEPTIC PROTECTION



60g + 18g Free = 78g
MRP: ₹68



60g + 18g Free = 78g
MRP: ₹68

KITCHEN GEL DISHWASH

Margin: 8%



KITCHEN GEL DISHWASH - PROTECTS FROM 100 ILLNESS CAUSING GERMS AND GIVES VISIBLY CLEAN UTENSILS



200ml
MRP: ₹72



400ml
MRP: ₹131



750ml
MRP: ₹211

DETTOL PLASTER

Margin : 50%



PLASTER - WATER PROOF PLASTER WITH DETTOL ANTISEPTIC IN A NON-STICKY PAD



100pc
MRP: ₹250

DETTOL SITI SHIELD MASK

Margin : 8%



PROTECT LUNGS, GIVES THE FREEDOM TO BREATHE FREELY

N95 Activated-Carbon Mask



Single MRP: ₹99 | 3s MRP: ₹259

98% PROTECT MASK

WITH
BREATHABILITY
VALVE



MRP: ₹249



MRP: ₹249



MRP: ₹249

N95 Cambridge Mask



- Navi Blue
- Black

S
M
L
XL

MRP: ₹799

N99 Cambridge Mask



- Navi Blue
- Black
- Chequered

S
M
L
XL

MRP: ₹2199

Veet

Margin : 10%

Veet HAIR REMOVAL CREAMS - Salon smooth finish with 5 in 1 skin benefits"

NORMAL

With lotus flower extract



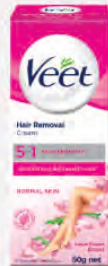
15gm

MRP: ₹35



25gm

MRP: ₹63



50gm

MRP: ₹120



100gm

MRP: ₹199

SENSITIVE

With aloe vera & green tea scent



25gm

MRP: ₹63



50gm

MRP: ₹120



100gm

MRP: ₹199

DRY

With shea butter & lily scent



25gm

MRP: ₹63



50gm

MRP: ₹120



100gm

MRP: ₹199

NIKHAAR

Turmeric & saffron, with sandalwood fragrance



25gm

MRP: ₹63



50gm

MRP: ₹120

Veet CWS

Margin : 10%

Veet COLD WAX STRIP - SALON SMOOTH FINISH AT HOME IN JUST 3 EASY STEPS

NORMAL

With shea butter and Acai berries scent



8's

MRP: ₹99



20's

MRP: ₹199



8's

MRP: ₹99



20's

MRP: ₹199

SENSITIVE

With almond oil and Cornflower Scent



8's

MRP: ₹99



20's

MRP: ₹199

DRY

With aloe vera and green tea scent



4's

MRP: ₹49

LUP PACK



Margin : 20%



WORLD'S NO.1 CONDOM BRAND



MUTUAL CLIMAX

New



10s

MRP: ₹300

3s

MRP: ₹100



ULTRA THIN

10s

MRP: ₹198



3s

MRP: ₹66



10s

MRP: ₹198



3s

MRP: ₹66



EXTRA DOTS



10s

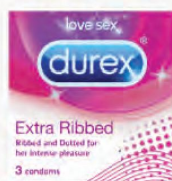
MRP: ₹198

3s

MRP: ₹66



EXTRA RIBBED



10s

MRP: ₹198

3s

MRP: ₹66



EXTRA TIME



10s

MRP: ₹198

3s

MRP: ₹66



LUBRICANTS

Margin : 20%



Gel

Cherry Tingle Strawberry Sensual Stimulating



50ML
MRP: ₹475

Massage 2 in 1



200ML
MRP: ₹600

Vibrating Ring



MRP: ₹400

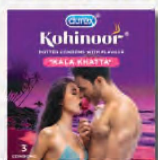
durex Kohinoor® - DUREX LIKE QUALITY AT ECONOMICAL PRICE

Flavour Range: Dotted condom

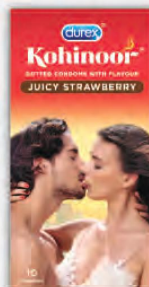


10s
MRP: ₹90

KALA KHATTA



3s
MRP: ₹29



10s
MRP: ₹90

JUICY STRAWBERRY



3s
MRP: ₹29



10s
MRP: ₹90

SILKY CHOCOLATE



3s
MRP: ₹29



10s
MRP: ₹90

MEETHA PAAN



3s
MRP: ₹29

Base Range



10s
MRP: ₹79

KOHINOOR PINK



3s
MRP: ₹26



10s
MRP: ₹99

EXTRA TIME



3s
MRP: ₹32

K-Y
LUBRICATING JELLY

Margin : 20%

K-Y LUBRICATING JELLY

A sterile, greaseless, transparent & water soluble lubricant.



82gm
MRP: ₹286

moov™

Margin : 20%

PAIN RELIEF SPECIALIST

100% AYURVEDIC FORMULATION FOR INSTANT AND LONG-LASTING PAIN RELIEF



5g

MRP: ~~₹12~~ ₹10



10g

MRP: ₹40



15g

MRP: ~~₹66~~ ₹59



30g

MRP: ~~₹127~~ ₹109



50g

MRP: ~~₹182~~ ₹169

*Till promo last

moov™ ACTIVE SPRAY

Margin : 15%



15g

MRP: ₹60



35g

MRP: ₹130



50g

MRP: ₹185



80g

MRP: ₹240

DermiCOOL

Margin : 12%



FOR LONG LASTING COOLING RELIEF FROM PRICKLY HEAT

REGULAR MENTHOL



150g
MRP: ₹105



90g
MRP: ₹70



50g
MRP: ₹40

SOOTHING LAVENDER



150g
MRP: ₹105



90g
MRP: ₹70



50g
MRP: ₹40

RADIANT SANDAL



150g
MRP: ₹105



90g
MRP: ₹70



50g
MRP: ₹40

FRESH ALOE



150g
MRP: ₹105



90g
MRP: ₹70



50g
MRP: ₹40

*Till promo last

Fybogel

Margin : 20%



NATURAL WAY TO TREAT CONSTIPATION

- ① Sugar FREE natural fibre
- ② Delicious Orange Flavor
- ④ Reduces cholesterol



100gm
MRP: ₹143

Itch GUARD

Margin : 20%



Quick Penetration

Attacks the Infection

Stops Further Spread



Anti-itch
medicated cream
**Fast Action and
Cooling Relief**



5g
MRP: ₹14



12g
MRP: ₹63.80



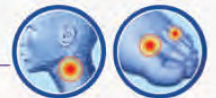
25g
MRP: ₹85.80

RING GUARD

Margin : 20%



EXPERT IN FUNGAL INFECTIONS
RELIEF FROM RING WORM IN 7 DAYS



5g
MRP: ₹14



12g
MRP: ₹56



20g
MRP: ₹80

Krack

Margin : 15%



CRACKED HEEL REPAIR CREAM
REPAIRS CRACKED HEEL IN JUST 5 DAYS



15g
MRP: ₹50



25g
MRP: ₹83

Strepsils®

Margin : 20%

Strepsils® Medicated lozenges - FIRST AID FOR SORE THROAT

100 + 10s FREE

Mix



MRP: ₹300
Per Jar

200+ 20s FREE
Mix



MRP: ₹600
Per Jar

200s
Orange



200s
Soothing



MRP: ₹600
Per Jar

200s
Warm



Strepsils® Herbal Drop - GOODNESS OF 37 HERBS



Free 185+5s
MRP: ₹185
Per Jar

GAVISCON

Margin : 20%

GAVISCON RELIEF FROM HEARTBURN IN JUST 3 MIN

- Safe for Pregnant & Breast Feeding women
- Sugar Free
- Gluten Free



150ml
MRP: ₹122

DISPRIN

Margin: 16%



DISSOLVES AWAY PAIN FAST



12X10 Tablet
MRP: ₹134.40

D'COLD

Margin: 20%



RELIEF FROM MULTIPLE SYMPTOMS OF COLD

Non-Drowsy
Formula



2x6 Tablets
MRP: ₹35.30

STOPACHE

Margin: 16%

Stopache FOR HEADACHE, BODYACHE, TOOTHACHE



20x10 Tablets
MRP: ₹240

ENFAMIL

Margin : 12%



EXPERT RECOMMENDED LEVEL OF DHA AND ARA



Stage-1
For Infants 0-6 months



400gm Can
MRP: ₹715

800gm Refill
MRP: ₹1360

Stage-2

For Infants 6-12 months



400gm Can
MRP: ₹715

800gm Refill
MRP: ₹1360

Stage-3

For Older Infants 12-24 months



400gm Refill
MRP: ₹715

800gm Refill
MRP: ₹1360



ENFAGROW

Margin : 12%



WORLDS NO.1 CHILDRENS' NUTRITIONAL MILK POWDER



Stage-4
For Children above 2 years

Available in
CHOCOLATE & VANILLA
Flavours



Chocolate
200gm MRP: ₹340

Chocolate
400gm MRP: ₹625

Vanilla
200gm MRP: ₹340

Vanilla
400gm MRP: ₹625

Vanilla
750gm MRP: ₹1115

NUTRAMIGEN

Margin : 10%



400gm
MRP: ₹2300

| Brand | Pack Size | C/s Size | Brand | Pack Size | C/s Size |
|-----------------------------|-----------------------|----------|-----------------------------|---------------|----------|
| Dettol Antiseptic liquid | 1 ltr | 12 | D'Cold Total | 2 * 6 Pack | 24 |
| Dettol Antiseptic liquid | 125 ml | 48 | Disprin | 12 * 10 Pack | 48 |
| Dettol Antiseptic liquid | 250 ml | 48 | Durex Condom | 10s | 54 |
| Dettol Antiseptic liquid | 550 ml | 24 | Durex Condom | 3s | 162 |
| Dettol Antiseptic liquid | 5ltr | 4 | Durex Lubricants | 100 ml | 12 |
| Dettol Antiseptic liquid | 60 ml | 150 | Durex Lubricants | 50 ml | 12 |
| Dettol Disinfectant Liquid | 1000 ml | 12 | Enfagrow | 200 gm Refill | 24 |
| Dettol Disinfectant Liquid | 200 ml | 48 | Enfagrow | 400 gm CAN | 12 |
| Dettol Disinfectant Liquid | 500 ml | 24 | Enfagrow | 750 gm Refill | 12 |
| Dettol Hand Sanitizer | 200 ml | 24 | Enfamil | 400 gm CAN | 12 |
| Dettol Hand Sanitizer | 25 ml in Jar | 96 | Enfamil | 800 gm Refill | 12 |
| Dettol Hand Sanitizer | 50 ml | 96 | Fybogel | 100 gm | 48 |
| Dettol Hand Sanitizer | 50 ml*2 Combo pack | 48 | Gaviscon | 150ml | 24 |
| Dettol Kitchen Gel Dishwash | 200 ml | 48 | Itch Guard | 12 gm | 240 |
| Dettol Kitchen Gel Dishwash | 400 ml | 24 | Itch Guard | 25 gm | 240 |
| Dettol Kitchen Gel Dishwash | 750 ml | 12 | Itch Guard | 5 gm | 480 |
| Dettol Liquid Soap | 100 ml Squezy | 96 | Kohinoor Condom | 10s Base | 324 |
| Dettol Liquid Soap | 125 ml Pump | 8 | Kohinoor Condom | 3s Base | 108 |
| Dettol Liquid Soap | 175 ml single | 48 | Kohinoor Condom | 10s Flavour | 162 |
| Dettol Liquid Soap | 175ml*3 (B3G40) | 16 | Kohinoor Condom | 3s Flavour | 54 |
| Dettol Liquid Soap | 200 ml Pump | 48 | Krack | 15 gm | 240 |
| Dettol Liquid Soap | 25 ml | 144 | Krack | 25 gm | 240 |
| Dettol Liquid Soap | 750 ml | 12 | K-Y Lubricating Jelly | 82 gm | 48 |
| Dettol Liquid Soap | 900 ml | 12 | Moov Advance | 30+10 gm | 240 |
| Dettol Plaster | 100s pack | 24 | Moov Cream | 10 gm | 240 |
| Dettol Shaving Cream | 60+18 gm | 24 | Moov Cream | 15 gm | 240 |
| Dettol Siti Shiled Mask | 98% Smart Mask | 24 | Moov Cream | 30 gm | 240 |
| Dettol Siti Shiled Mask | M-95 Cambridge Mask | 10 | Moov Cream | 5 gm | 480 |
| Dettol Siti Shiled Mask | M-99 Cambridge Mask | 6 | Moov Cream | 50 gm | 144 |
| Dettol Siti Shiled Mask | N-95 AC Mask 3's | 20 | Moov Spray | 35 gm | 48 |
| Dettol Siti Shiled Mask | N-95 AC Mask Single | 50 | Moov Spray | 50 gm | 48 |
| Dettol Soap | 100 gm | 144 | Moov Spray | 80 gm | 48 |
| Dettol Soap | 100 gm*4 Multi | 48 | Nutramigen | 400 gm CAN | 6 |
| Dettol Soap | 125 gm single | 120 | Ring Guard | 12 gm | 240 |
| Dettol Soap | 125 gm*4 Multi | 30 | Ring Guard | 20 gm | 120 |
| Dettol Soap | 126 gm*5 Multi (B4G5) | 24 | Ring Guard | 5 gm | 240 |
| Dettol Soap | 45 gm single | 300 | Stopache | Tabs | |
| Dettol Soap | 45 gm*4 Multi | 75 | Strepsils Herbal Drop | 185 + 5s Jar | 32 |
| Dettol Soap | 60 gm | 240 | Strepsils Meicated Lozenges | 100 + 10s Jar | 24 |
| Dettol Soap | 75 gm single | 192 | Strepsils Meicated Lozenges | 200+ 20s Jar | 12 |
| Dettol Soap | 75 gm*4 Multi | 48 | Strepsils Meicated Lozenges | 200s Jar | 12 |
| Dermi Cool Powder | 150 gm | 72 | Veet Cold Wax Strip | 20 'S | 24 |
| Dermi Cool Powder | 50 gm | 144 | Veet Cold Wax Strip | 4 'S - LUP | 96 |
| Dermi Cool Powder | 90 gm | 72 | Veet Cold Wax Strip | 8 'S | 48 |
| | | | Veet Cream | 100 gm | 48 |
| | | | Veet Cream | 15 gm | 144 |
| | | | Veet Cream | 25 gm | 144 |
| | | | Veet Cream | 50 gm | 144 |

DETTOL

RB SALES PROCESS



D

DAY PLANNING

- ▶ Plan your targets for the day
- ▶ Check Stock availability on DB point
- ▶ Take all Sales Tools



E

ENTER THE OUTLET

- ▶ Wait for the right time if retailer is busy
- ▶ Greet customer with his name
- ▶ Tell your name and company name



T

TAKE STOCK & VISIBILITY

- ▶ Check RB stock and competition in category
- ▶ Drive Visibility Window & Category
- ▶ Identify the opportunity to sell



T

TOTAL RANGE SELLING

- ▶ Sell complete range with the help of product folder
- ▶ Use scheme letter to increase the order size
- ▶ Drive priorities and pending MSL SKUs with the help of Sales Tools



O

ORDER CLOSURE

- ▶ Close the order taken in HHT and confirm it to retailer
- ▶ Collect the pending bill if any
- ▶ Say Dhanywad/Thank you with positive call closing



L

LET'S SUM-UP THE DAY

- ▶ Sync the HHT for order and put comment on invoice if any
- ▶ Analyze the performance of the day and MTD performance
- ▶ Update the performance to TSI/DB or ASE/Sub DB

